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City of Rockville
Boards and Commissions
Application of Expression of Interest

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Lorraine Scha

Date: 2/2/08

Board/Commission Interested In: Senior Citizen's Commission

Name: Norene Y. Stovall

Address: _____ Apt.# _____

Rockville, MD 20850 Zip _____

Home Phone: (301) _____ Work Phone () _____

E-Mail: _____ Fax: _____

Note: Work phone numbers are for staff use only.

Summary of Work Experience: Director of Meeting Planning,
Administrative Aide, Key Account Specialist
See enclosed biography

Experience: Management, Administrative,
Customer Service
see enclosed biography

Education/Training: B.S., Management, University of Maryland,
Certified Association Executive,

Volunteer Activities: Commissioner, Landlord-Tenant, Senior Citizens,
Rockville Condo President, Arts Vice President, Advisory Planning
Board, Greenbelt. See enclosed biography.

Professional Affiliations/Memberships: _____
Phi Theta Kappa, Phi Kappa Phi Honor Society, Association
Executives Groups, Kiwanis in past years

Please describe your interest in serving on this Board/Commission _____
I wish to share my experience and ideas with an
active City Commission.

Please indicate here ☒ yes or ☐ no whether or not the City may give elected officials who serve Rockville (other than the Mayor and Council) your name and address. This information would not be used for any fund-raising, "issues" mailings or campaign mailings. No phone numbers will be given.

Please Return Form and Resume, if available, to: Mayor and Council
c/o City Clerk's Office
111 Maryland Avenue
Rockville, MD 20850
240-314-8280

Norene Y. Stovall

Norene Y. Stovall (Norene M. Yoch)

Rockville, MD 20850

Email: david444@verizon.net

BIOGRAPHY

A skilled management professional, Norene is presently retired following more than six years at Montgomery College (MC), Rockville. She worked in the Student Development Unit in the Disability Support Services Counseling, Student Life, and Adult Re-Entry Departments. She was called out of retirement to assist in the School of Education Department to assist in the transition between full time staff assistants. During the time at MC she served in capacities including handling confidential student information, working with student clubs and organizations, and an enthusiastic student contact. She reorganized files and offices, established a new office, and worked to refine and streamline filing, and establish computer recording and data base establishment and retrieval.

Prior to that, Norene was a Key Account Specialist performing sales duties at Balmar Printing and Graphics in Gaithersburg, Maryland. Prior to that, she was associated with the Health Insurance Association of America (HIAA) as Director of Meeting Planning. During her tenure there she saw increasing responsibilities and excelled in achieving an outstanding level of service to members in the face of declining resources.

Evidencing excellent management ability as well as outstanding interpersonal skills, she managed arrangements for the Insurance Forum and Exhibit Hall, quarterly meetings of the Board of Directors, two annual executive round tables, periodic seminars, and more than 150 committee meetings and staff events held annually in the HIAA offices. She managed successful meetings up to 500 attendees with 75 speakers in five simultaneous sessions. Utilizing her computer skills, she developed, managed, and maintained a total budget of \$500,000, consistently providing meeting services to membership at or below budget. Her responsibilities also included contract negotiation, supervision of a staff of two as well as overseeing hotel staff while conducting on-site meeting management, and acting as liaison to outside vendors. She initiated the purchase, installation, and maintenance of a meetings database integrated with the association's membership database.

Before joining HIAA, Norene served in a variety of ever-expanding roles at the Distilled Spirits Council of the United States, Inc. (DISCUS). In an administrative role her skills were quickly recognized and the association promoted her to a management capacity. She managed the Annual Conference, meetings of the Board of Directors, and an annual Congressional reception.

At DISCUS, she also was Executive Secretary for the independent Sky Ranch for Boys whose leadership is comprised of the top executives in the beverage industry. Heading up annual fundraising of \$100,000 to support rehabilitation of troubled youth, she wrote fundraising pamphlets and press releases.

Extensive to her job, Norene was National Headquarters Administrator for the independent Women's (now World) Association of Allied Beverage Industries (WAABI). She was responsible for overseeing 25 chapters nationwide, and she founded the successful Washington, DC chapter.

She developed programs and policies for the organization. Appearing as a platform speaker, she spearheaded a grassroots letter-writing campaign that reached 10 million readers, including a slot in the WALL STREET JOURNAL. She was also treasurer for the program committee for a beverage retailer's group, managing a \$100,000 fund. When the association moved its offices, Norene oversaw the transition.

Her past experience includes a combination of administrative duties coupled with working with people. At the Independent School District of White Bear Lake in Minnesota, she was liaison between teachers, administrators, and students as secretary to the assistant principal. In addition to working directly with students, she took charge of support for scheduling requests and grade reporting of a secondary school with a highly complex modular flexible schedule comprising a student body of 2400.

Norene is a member of the American Society of Association Executives where in 1997 she earned the prestigious Certified Association Executive certification held by only 2700 executives of 23,000 nationwide. She was also a member of the Greater Washington Society of Association Executives.

She holds a Bachelor of Science degree in Business Management from the University of Maryland achieving a grade point average of 3.9 just two years following her Associate in Arts in Business Management from Prince George's Community College with a grade point average of 4.0. All of her higher education was achieved while employed full time with a demanding travel schedule.

A native of Minnesota, Norene immediately entered the association world upon moving to the Washington Metropolitan area in 1974. She is active in community work, including service on the Advisory Planning Board of the City of Greenbelt, an appointed post, and eight years with her condominium association in elected positions, including four years as president. She has worked with many committees in Greenbelt, including the Museum Committee where she wrote and designed their fundraising brochure, the 50th Anniversary Committee, the Senior Citizen's Task Force, the Greenbelt Arts Trust, the Cultural Arts Center where she served as vice president, and the All America Cities committee. She is an active member of the Kiwanis Club of Rockville.

Norene achieved a blue belt in Tang Su Do karate, where she also earned two trophies in competition. She is married and lives in Rockville where her interests include photography, antique hunting, traveling, and handicrafts.

Norene Y. Stovall (Norene M. Yoch)
COMMUNITY ACTIVITY

Norene has long been a community activist. She understands the value of coalitions and has the ability to interact with individuals at all levels, and City and County officials as well as top executives,

Rockville Landlord Tenant Commissioner

She was appointed as a landlord tenant commissioner in 2000 and serves to the present time. This group is charged with advising the City Staff on issues of conflict between property owners and their renters. This can include participation in hearings between and among participants in situations that cannot otherwise be resolved.

Rockville Senior Citizens Center

Norene volunteered as a coach to assist in computer literacy training at the Computer Center during the summer of 1998. She has also drafted a proposal for an oral history seminar at the Center and recently joined the Center.

Advisory Planning Board

Norene was interviewed by members of the City Council of The City of Greenbelt for one of five slots on the Advisory Planning Board. During the year she served before moving to Rockville, the committee dealt with zoning issues, advertising sign requests, informational signs within the City center, a dog park proposal, traffic control concerns, and environmental issues. When she resigned, the Mayor of Greenbelt sent her a letter indicating that "Greenbelt's loss is Rockville's gain".

Architect's Design Seminar

Norene has long appreciated the value of historic buildings. While working to preserve the Greenbelt Arts Center structure, she contacted an architect she had met on a Smithsonian tour. After a number of discussions, the result was a design seminar known as a charette. There was active participation by the National Association of Landscape Architects and many local architects seeking to list Greenbelt on their resumes. Norene chaired the Coordinating Committee that included city council members to prepare for the event. The value of the volunteer advice donated to Greenbelt was valued at \$100,000.00. Norene was featured on Channel 9 news coverage in addition to several newspapers...

Condominium Association

Norene joined Greenbelt's Charlestowne Village Condominium Association of 165 residences in 1985 to serve as editor of the monthly newsletter, a position she retained for several years while also serving as vice president.

While she was president, the association moved from a negative membership equity position to establishing reserves of \$10,000 per unit and on to a total of a

quarter million dollars. She established a system of accountability for board members and presided over monthly board meetings and four annual meetings of the membership.

She clarified the rules and regulations, enforced the pet regulations, and initiated a system of rental waivers with a method of monitoring properties to ensure retention of property values.

Under her leadership, the association with cooperation of a City Council member, she successfully negotiated an easement with an adjacent property. The attorney for the other property was Allen Pollen, representing a powerful developer in Prince George's County.

The thirty-year-old community was maintained and the fifteen buildings saw needed improvements. Following her resignation to complete her bachelor's degree after more than eight years on the board, the community requested she return for a brief time to assist in researching and selecting a management company for the coming year. She visited the companies on her own time and helped integrate the new company into the condominium operation. Residents repeatedly asked her to return to the board.

All America Cities

When Greenbelt entered this nationwide competition and was selected to participate, the City Manager, James Giese, a veteran of decades with the City, requested that Norene work with the committee.

Senior Citizen's Task Force

Greenbelt, in recognition of its aging population recognized the need for more and better services for its seniors. Norene served with others and the city staff on the genesis Task Force which led to the successful Senior Center today which includes senior day care managed by a professional provider.

Arts Trust, Arts Center

In this position as vice president, Norene did everything from hanging sound curtains on the theater walls to fundraising efforts. She initiated Saturday morning films for children, wrote newsletters, and worked on membership expansion efforts.

Grassroots Lobbying for Metro

A long-time bus and Metro rider, Norene campaigned several times to retain services for Greenbelt. She organized coalitions, drafted petitions, held meetings including bus drivers in attendance, and testified at city and county hearings on Metro services. She worked closely with her County Council Representative to clarify community issues surrounding Metro. Her efforts were recognized, and she appeared in many newspapers including the front page of the Prince George's Section of The Washington Post featuring her photo on the day the Metro Green Line opened. The bus service was been maintained and improved.